Engaging & Communicating with “Hard-to-Reach” Populations

Public Health Communications Webinar Series

June 25, 2019
Webinar Objectives

• Identify challenges to engaging “hard-to-reach” communities around public health issues

• Highlight the importance of leveraging cultural competency, diversity, and inclusion to develop messaging that is relevant to such communities

• Share best practices and success stories for connecting with “hard-to-reach” populations
Agenda

• Overview: “Hard-to-Reach” Populations
  • Kim Rodgers, Communications Manager, NACCHO

• Case Study: Public Health – Seattle & King County
  • Robin Pfohman, Community Resilience + Equity Program Manager

• Case Study: San Diego County Health and Human Services
  • Justine Kozo, Chief, Office of Border Health, Public Health Services Division
Understanding Who’s “Hard-to-Reach”

“Hard-to-reach” is a term used to describe groups of the population that may be difficult to communicate with or involve in public health programming, such as:

- Racial or ethnic minority groups
- Undocumented or immigrant populations
- Diverse language communities
- People living in rural communities
- Individuals with low health literacy skills
- People experiencing homelessness
- Older adults and aging individuals
- Physically- and neuro-diverse individuals (i.e., people with functional/access needs)
- People experiencing social and economic inequities
Challenges to Engagement

- Language and translation barriers
- Barriers to information access
- Governmental fear or mistrust
- Difficulty locating or accessing community groups
- Agency staff not always reflective of communities served
  - Lack of cultural responsiveness
Framework for Engagement

• **Listen and learn.** Don’t start off asking anything of the population you hope to engage.

• **Build trust.** Make sure you establish trusting relationships with communities.

• **Prioritize community assets.** Focus on the community’s strengths, rather than on their deficits.

• **Develop partnerships.** Partnerships can be a gateway to reaching populations impacted by health inequities.

• **View the population as experts.** Let the community you’re working with know that you recognize they are the experts.

*Adapted from the Patient-Centered Outcomes Research Institute*
Importance of Engagement

• Everyone has a right to know about issues and risks related to their health and well-being

• Culturally appropriate information can help people make informed decisions to reduce health risks

• Action taken by individuals, families, and communities is key to controlling the public health threat/problem

*World Health Organization\(^2\)
Resources


ENGAGING AND COMMUNICATING WITH “HARD TO REACH” POPULATIONS: COMMUNITY HEALTH BOARDS

National Association of County and City Health Officials
Webinar | June 25, 2019

Robin Pfohman, Community Resilience + Equity Program
Public Health – Seattle & King County
Social justice and equity
KING COUNTY HEALTH AND WELL-BEING MEASURES

- Life Expectancy
- Tobacco Use
- Frequent Mental Distress
- Adverse Childhood Experiences
- Lack of Physical Activity
- Obesity
- Diabetes
- Preventable Hospitalization
Our origin story

It was a dark and stormy night (December 2006) …
A crisis unfolds
OUR WET, WINDY WEATHER ISN’T OVER YET

**The Seattle Times**

WEDNESDAY

DECEMBER 20, 2006

Metro Edition

50¢

If you don’t have electricity

Nếu quý vị không có điện


(Vietnamese translation)

If you don’t have electricity

Si usted no tiene electricidad

No quiere carbón ni usar generadores con gasolina dentro de la casa. Esto indica que el gas. No use el agua para calentar su casa. No use calentadores a gas o quemadores en habitaciones cerradas. Estas cosas producen monóxido de carbono, el cual ha causado la muerte de varias personas desde la tormenta del pasado jueves.

Para obtener mayor información, llame al 1-800-222-1222.

(Spanish translation)

另外一个回合

**The Seattle Times**

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(Spanish translation)

New storm could prolong power woes

**The Seattle Times**

WEDNESDAY

DECEMBER 20, 2006

Metro Edition

50¢

New storm could prolong power woes

WINDS EXPECTED TONIGHT, BUT NOT AS STRONG AS LAST WEEK

Trees, power lines that survived first wave might not this time

BY JENNIFER FELDMAN

Seattle Times Staff Reporter

Saugus area residents are still trying to connect power lines to their homes after last week's storm. The winds were strong enough to knock down trees and power lines.

Yet another storm is expected to pass through the area tonight, bringing strong winds and possibly more damage to the electrical grid.

Seeking to prevent further outages, Pacific Gas and Electric Company has crews working around the clock to repair damaged infrastructure.

As of now, power is restored to most of the affected areas, but residents are urged to stay vigilant and report任何 power outages immediately.

For more information, please contact Pacific Gas and Electric Company at 1-800-222-1222.
HADDII AADAN KORONTO QABIN

ISKA ILAALI SUNTA KAARBOON MOONO-OGSAYDH-KA (CARBON MONOXIDE)

• Dabdhaliye dibedda oo KALIYA u isticmaal meel ka fog dabeysa iyo daaqadaha furan

• MARNAla gudaha garaashka gawaarida la dhiigto ha ku isticmaalin dabdhaliye

• MARNAla aqalka gudihiiisa dhuxul ama foornada gaaska cuntada ha ku karin

Public Health
Seattle & King County
www.kingcounty.gov/health

CARBON MONOXIDE WARNING - SOMALI
A terrible lesson

An unidentified man is comforted Monday outside a home where four family members -- a father, mother and two sons -- were found dead, likely of carbon monoxide poisoning, in Burien. Photo: Dan DeLong/Seattle Post-Intelligencer
Iska ilaali Hargabka Doofaarka!

Sida ugu wanaagsan ee aad isaga ilaalin karto hargabka doofaarka, oo sidoo kale loo yaqaano Hargabka H1N1, waa tallaalka hargabka H1N1. Waxay si gaar ah muhiim ugu tahay dadka ay u badan tahay in ay u xannuuusahaan ama xataa cusbitaalka loo dhigi karo haddii hargabkani ku dhaco:

- Haweenka uurka leh
- D hallaanka iyo Carruurta yaryar
- Dadka qaba xannuunada muddada dheer sida macaanka, neef-qabatowga iyo wadne xannunka.

La xidhiidh dhakhtarkaaga ama xannuunaada caafimadkaaga si aad u hesho tallaalka H1N1.

Haddii aad u baahan tahay macluumaad dheeraad ah ama aanad lahayn cid bixisa xannaaqo caafimad, boqo www.kingcounty.gov/health/H1N1 ama soo wac Khadka telefoonka hargabka ee 877-903-5464 inta u dhaxaysa 9 a.m. iyo 5 p.m., Isniin ilaal Jimce. Si aad u hesho tarjumaan, fadlan ku jir telefoonka kadib salaanta, una sheeg luqadaada kalkaalisada caafimad. Tarjumaan ayaa soo geli doona khadka (wakhti in aad sugto ayaa dhici karta).

"Waxaan heliysaa tallaalkii H1N1. ka Waxaan la xidhii wax in aan ogaado iyo aan difaacayo reerkaagii."
Understanding communication channels in the Somali community

Research aim: To identify a mechanism to test & disseminate emergency messages in the Somali population

Public Health
1. Preparedness Section
2. Communications Team
3. Communicable Disease/Epidemiology Program

Mohamed Aden Ali, MPH
Local Somali community health leader (and now Public Health Employee!)
Quarterly meetings
Community Health Board Model

- Culture
- Religion
- History
- Values
- Trusted
- Health beliefs

Somali Health Board

- Identifies community priorities
- Provides health education and services
- Builds health and leadership capacity
- Advocates for policy and system change

Outcome: Health equity community resilience

Courtesy of Mohamed Ali, MPH
And then…

- Health Education
- Policy and Systems Change
- Centering Pregnancy
- Somali Childcares
- Community-Based Participatory Research
Even soccer
Another storm, a different outcome
A more resilient community
Replicating the model
Opportunities for local public health

• Recognize existing capacity and expertise
• Build long term relationships
• Don’t have a predetermined agenda
• Provide capacity building support
• Leverage the credibility of your institution
• Connect to other health system partners
• Not just a job, doesn’t happen during office hours
• Be aware of your privilege
• Being willing to step out of the way and let go
Thank you

Robin.pfohman@kingcounty.gov
p.206.263.8759

Somali Health Board
https://somalihealthboard.org
EMERGENCY RISK & PUBLIC HEALTH COMMUNICATION

UTILIZING A PARTNER RELAY TO SHARE INFORMATION WITH LIMITED ENGLISH PROFICIENT POPULATIONS

Justine Kozo, MPH
Chief, Office of Border Health
Health and Human Services
Agency County of San Diego
❖ Overview of San Diego and risk communication challenges
❖ Development of the “Partner Relay”
❖ Current activities, challenges & lessons learned
❖ Future directions & next steps
❖ Questions
SAN DIEGO

- 3.2 million residents
- 34% Latino population
- Busiest border in the world
- Tourist & refugee destination
- Culture & language diversity
DEFINING THE CHALLENGE

- Prone to disasters
- Vulnerable communities
- Can’t rely on automated translation systems
- *Live Well San Diego* - Living Safely: *Committed to supporting communities so that they are resilient to disasters & emergencies*

- Collaboration between HHSA, Public Health Services & Public Safety Group, Office of Emergency Services
Held a one-day forum in 2013

Invited community leaders & members representing the following communities:

- Latino, Vietnamese, Filipino, Chinese, Korean, Arabic, Somali and Karen

Provided simultaneous interpretation in all languages

Conducted focus groups
SAMPLE FOCUS GROUP QUESTIONS:

During an emergency…
❖ How do you receive information?
❖ What is your preferred communication method?
❖ Who are trusted sources of information in your community?
❖ What have been barriers to receiving information in the past?
5 THEMES IDENTIFIED ACROSS GROUPS

❖ Trusted Communication Sources
❖ Community Connectedness
❖ Media Outlets
❖ Language and Literacy
❖ Trust in County or other Government Authority
TRUSTED COMMUNICATION SOURCES

❖ Social networks
❖ Youth
❖ Schools
❖ Red Cross
❖ Community & faith-based organizations
MEDIA OUTLETs

Commonly Identified:
- Radio
- Television
- Social media

Social Media and Access:
- Great for youth
- Little content related to public health or preparedness
LANGUAGE AND LITERACY

❖ English proficiency
❖ Multiple dialects
❖ Varying literacy levels
❖ Word of Mouth
TRUST IN COUNTY OR OTHER GOVERNMENT AUTHORITY

❖ Varying degrees of trust
❖ Government seals/symbols (local and federal)
❖ Schools
❖ How this impacts public messaging and evacuations
SUGGESTIONS & RECOMMENDATIONS

▪ Utilize existing networks
▪ Partner with TV and radio stations (when available) and trusted Community Based Organizations
Fall 2013: Feedback Sessions

Recommendation: Build a Partner Relay
Activities to Date:

❖ One-on-one meetings
❖ Presentations
❖ Trainings for community-based agencies
❖ Drills
❖ Language Champions
❖ Evaluation
ReadySanDiego - Partner Connection
Connecting Private Partners with Emergency Networks

Main   Groups   Members   My Page   Invite   Resource Sharing   SDCountyEmergency.com   Contact OES

All Groups   My Groups

Featured Groups

Association of Continency Planners
Sorrento Valley Consortium
Meta-Leadership
22 members
Farmworkers CARE Coalition
Business Alliance
55 members

Justine Kozo
Sign Out

Inbox (17 new)
Alerts
Friends
Settings
Comment by د. محمد السباعي on July 15, 2016 at 11:00am

هذه فقط تدريبات
تم استعادة الطاقة إلى جميع المحافظات في محافظة سان دييغو. لم يبلغ عن وقوع إصابات أو أضرار في هذا الوقت.

Comment by د. محمد السباعي on July 15, 2016 at 10:27am

*THIS IS A DRILL* Patients have been evacuated as a precaution. There have been no major damages reported.

parasites
وتم إجلاء المرضى كإجراء احترازي. لم تكن هناك أي أضرار كبيرة عنها.

Comment by د. محمد السباعي on July 15, 2016 at 10:23am

أعلنت شركة الكهرباء والأغاز لمدينة سان دييغو عن انقطاع التيار الكهربائي في جميع أنحاء المقاطعة. للحصول على أحدث المعلومات حول استعادة الكهرباء، تحقق من خريطة شركة الكهرباء عن طريق سانديغو الإلكترونية
http://www.sdge.com/safety/outages/outage

Comment by د. محمد السباعي on July 15, 2016 at 10:10am
NEW COMMUNICATION PLATFORM - SLACK
TRAININGS THREE TIMES PER YEAR

SAMPLE AGENDA

- Wildfire prevention & earthquake preparedness
- Childhood Lead Poisoning Among Refugees
- Law enforcement & emergency evacuations
- Communicating during emergencies
- Hands-on Partner Relay sign up
PARTNERSHIP WITH COMMUNITY AGENCIES

WHAT WE ASK OF PARTNERS

❖ Join our Partner Relay
❖ Designate someone within your organization to be the point person
❖ Share pertinent information during emergencies

WHAT WE OFFER PARTNERS

❖ Updated, vetted information during emergencies & pertinent public health & emergency preparedness monthly information/messages
❖ Two-way communication with the liaison in the Emergency Operations Center during emergencies
❖ Trainings on important public health and emergency information
2017 LILAC FIRE

- 12/7/2017 Emergency Operations Center activated at the highest level
- Partner Relay activated
- Direct outreach to North County Partners
- Examples of inquiries
  - Evacuation Route
  - Spanish TV coverage
  - Shelter information
24 Hour coverage, 12/7-12/11

46 emergency messages in total sent to over 400 individuals

Other messages sent acknowledging shift transitions, sharing other types of resources (websites, sdemergency app., 211) and appreciation messages
CHALLENGES & LESSONS LEARNED

❖ Original Platform was not optimal
  ▪ Partners suggested a NEW communication platform
❖ Low participation on drills
❖ Google translation
❖ Need for constant community engagement
❖ Improve branding “Partner Relay”
13 Public Health & Emergency Preparedness Trainings

(May 2015-June 2019)

471 individuals representing trusted CBOs receive our messages

87 Individuals have joined the new SLACK communications platform (January 2018-present)

9 Language Champions

6 drills

2 Emergency & Public Health Preparedness resources shared via SLACK with partners per month

Activated Partner Relay twice during real emergencies
NEXT STEPS

❖ Program evaluation & quality improvement:

❖ Transition 300+ individuals to **new SLACK platform**

❖ Ongoing collaboration with **Language Champions**
  ❖ Increase # of Language Champions

❖ **Ongoing trainings** – at minimum 3 times per year

❖ **Ongoing SLACK training & drills**

❖ **GROW the Partner Relay** (other geographical regions)

❖ 2021 Hold another **Community-wide forum**
Justine Kozo, MPH
Chief, Office of Border Health
Health and Human Services Agency
Phone: (619) 692-6656
Justine.Kozo@sdcounty.ca.gov
Q&A
Thank You